

# MOTHER EARTH living

NATURAL HOME, HEALTHY LIFE



2017 MEDIA KIT



# Extend Your Brand to Women Determined to Live Well Naturally

Consumers are increasingly managing their own health by eating whole foods, using natural and herbal supplements, shopping organic, and avoiding household products with toxic synthetic chemicals.

- The dietary supplement market is projected to be the fastest growing segment of the nutritional food product market from 2012 to 2017.
- American consumers spent more than \$43 billion on organic in 2015. In fact, \$4.2 billion in organic sales were added last year, up from the \$3 billion recorded in 2014. This dollar increase in organic sales was the largest ever.
- 69 percent of the general population said one of the best ways to stay healthy is to keep the environment healthy.

*Mother Earth Living* appeals to women who are interested in creating a healthy home and lifestyle for themselves and their families – from table to yard, and everything in between. And we deliver these sustainable lifestyle consumers via one easy, targeted and effective buy.



## AUDIENCE RESEARCH

### THEY STAY HEALTHY NATURALLY

- 94% have purchased natural or organic food in the past 30 days
- 88% are willing to pay more for organic foods and products
- 76% use herbal supplements
- 95% participate in regular exercise

### THEY FEED THEIR FAMILIES HOMEGROWN PRODUCE

- 98% feel it is important to use organic gardening methods
- 96% garden
- 87% grow herbs

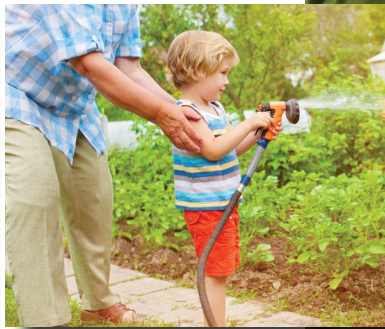
### THEY CARE ABOUT THE ENVIRONMENT AND FAIR TRADE

- 87% are willing to pay more for products that promote fair trade
- 88% are willing to pay a higher price for products and services that are environmentally friendly
- 80% consider the environment when purchasing a vehicle

### THEY PAY ATTENTION TO THEIR NUTRITION

- 95% cook from scratch
- 85% use herbs in food preparation
- 85% bake from scratch

Source: 2016 Custom Study





## Demographics & Audience

- Average age: 45\*
- Average HHI: \$91,062
- Average value of owned home: \$289,597

GENDER	% of readers
Women	91%
Men	9%

EDUCATION	% of readers
Attended/graduated college	87%
Postgraduate degree	17%
Graduated college plus	8%
Attended college	62%

AGE	% of readers
18-24	10%
25-34	21%
35-44	20%
45-54	17%
55-64	21%
65 or older	11%

HOME	% of readers
Home owned	90%
Home value:	
\$500,000+	14%
\$200,000-\$499,999	41%
\$100,000-\$199,999	33%
\$50,000-\$99,999	8%
Less than \$50,000	4%

HHI	% of readers
\$150,000 or more	11%
\$125,000-\$149,999	9%
\$100,000-\$124,999	9%
\$75,000-\$99,999	16%
\$50,000 - \$74,999	26%
\$40,000 - \$49,999	7%
\$30,000 - \$39,999	10%
\$20,000 - \$29,999	7%
Less than \$20,000	5%

AREA OF RESIDENCE	% of readers
County size A	6%
County size B	24%
County size C	26%
County size D	44%

\* Google Analytics  
Source: 2016 Custom Study

# 245<sub>K</sub>

Print Audience

# 641<sub>K</sub>

Average Monthly Unique Visitors

# 1.4<sub>MIL</sub>

Average Monthly Page Views

# 115<sub>K</sub>

Newsletter Subscribers

# 1.1<sub>MIL</sub>

Facebook Likes

# 35<sub>K</sub>

Instagram Followers

# 16<sub>K</sub>

Twitter Followers

# 25.6<sub>K</sub>

Pinterest Followers

Total Audience: 1.6 MIL\*

Subscriptions: 62,500

Single Copy Sales: 25,000

National Paid Circulation: 87,500

Total Print Audience: 245,000

Average Monthly Unique Visitors: 641,000

\* Print, online and newsletters

Source: 2016 publisher's own data



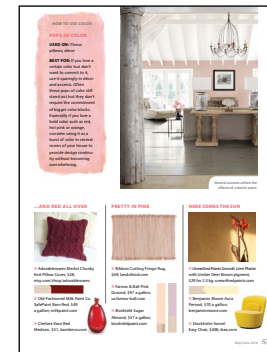
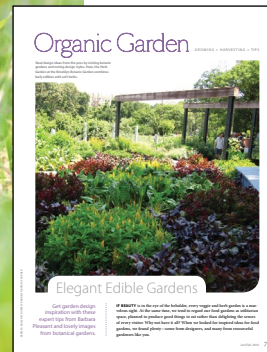
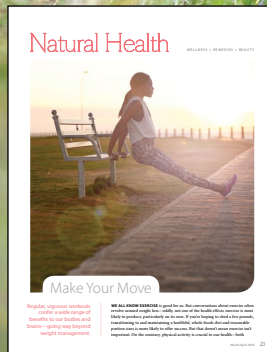


EDITORIAL MISSION

# Living Well Naturally

*Mother Earth Living's* mission is to help readers create naturally healthy homes and families. From learning about the most nutritious foods to living in greater synergy with the changing seasons, *Mother Earth Living* is the ultimate guide to living the good life – inspired by and connected with nature. In our modern world, it's easy to become overwhelmed by the vast amount of information, products and unproven claims. *Mother Earth Living* is here to help sort out the real, time-honored and scientifically backed practices that yield results – whether it's perfectly baked whole-grain bread, a better night's sleep, or an easy and productive herb garden.

- NATURAL HEALTH
- FOOD AND RECIPES
- ORGANIC GARDENING
- HEALTHY HOMES



CONSUMER EVENTS

## Reach New Customers

*Mother Earth Living* provides you with multiple channels to reach a unique and passionate audience of sustainable lifestyle consumers. In fact, you can meet them face to face via the Mother Earth News Fairs. Each year we bring thousands of excited people to our vast eco-friendly marketplace for family-friendly fun and learning. They're looking for sustainable household and cleaning products, renewable energy systems, gardening supplies, organic food, quality farm equipment, property improvement materials, and much more.

### 2017 Schedule

Belton, Texas  
Feb. 18-19

Asheville, N.C.  
May 6-7

Burlington, Vt.  
June 10-11

Albany, Ore.  
Aug. 5-6

Seven Springs, Pa.  
Sept. 15-17

Topeka, Kan.  
Oct. 21-22

\*All tentative dates and locations are subject to change until confirmed.  
For more information: [www.motherearthnews.com/events](http://www.motherearthnews.com/events)





SPECIAL INTEREST PUBLICATIONS

## Reach Your Audience with Pinpoint Accuracy

Special issues are reference collections of articles on a single subject. Each special issue is 100 full-color pages of tips, information and instructions on the topics our audience of sustainable consumers want, and is strictly limited to only 10 pages of ads, giving your product or service high visibility and premium placement.

- Growing Herbs
- Indoor Growing Herbs
- Cooking with Herbs
- Super Herbs Including Turmeric



# Closing Dates

## Jan/Feb 2017

Ad close: 10/12/16  
Materials due: 10/19/16  
On sale: 12/13/16

## Mar/Apr 2017

Ad close: 12/16/16  
Materials due: 12/22/16  
On sale: 2/21/17

## May/June 2017

Ad close: 2/10/17  
Materials due: 2/16/17  
On sale: 4/18/17

## Jul/Aug 2017

Ad close: 4/14/17  
Materials due: 4/20/17  
On sale: 6/13/17

## Sept/Oct 2017

Ad close: 6/9/17  
Materials due: 6/15/17  
On sale: 8/9/17

## Nov/Dec 2017

Ad close: 8/11/17  
Materials due: 8/17/17  
On sale: 10/10/17

## Special Interest Publications

### HERB COMPANION SERIES

#### Spring 2017

Ad close: 1/13/17  
Materials due: 1/19/17  
On sale: 3/14/17

#### Summer 2017

Ad close: 4/14/17  
Materials due: 4/20/17  
On sale: 6/13/17

#### Fall 2017

Ad close: 7/14/17  
Materials due: 7/19/17  
On sale: 9/12/17

#### Winter 2017

Ad close: 10/13/17  
Materials due: 10/18/17  
On sale: 12/12/17



We require all print ads to be supplied electronically to the following specifications:

**PRINT FILE FORMATS:** PDF/X-1a files or InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

#### SUBMITTING MATERIALS:

Email: Ads (no larger than 10 megabytes) can be emailed to [jsullivan@ogdenpubs.com](mailto:jsullivan@ogdenpubs.com). (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:

- Visit [www.Hightail.com](http://www.Hightail.com).
- Enter recipient email address: [jsullivan@ogdenpubs.com](mailto:jsullivan@ogdenpubs.com) and your email address.
- Select file and send it.

Ogden FTP Site:

- Install FTP software on your computer. (Filezilla from [www.Download.com](http://www.Download.com)).
- Log on to FTP address <ftp.oweb.net>.
- Enter login: ogdenpubs-guest (lower case).
- Enter Confidential Password: t017pa (lower case).
- Upload file/files in the Mother Earth Living folder within the ADS\_IN folder.
- E-mail [jsullivan@ogdenpubs.com](mailto:jsullivan@ogdenpubs.com) or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through email or FTP must be compressed. Please verify receipt of all emailed/FTP ads.

CD-ROM or DVD: Submit ads on a Macintosh-formatted CD-ROM or DVD. They must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

## PRINT AD SPECIFICATIONS

Full page	7.5" x 10"
Full page with bleed	8.25" x 10.75"
2 pg spread, bleed	16.25" x 10.75"
1/2 pg spread, bleed	16.25" x 5.25"
1/2 pg horizontal	7" x 4.5"
1/2 pg island	4.5" x 7"
2/3 pg vertical	4.5" x 9.75"
1/3 pg vertical	2.125" x 9.75"
1/3 pg square	4.5" x 4.5"
1/6 pg vertical	2.125" x 4.5"
1/6 pg horizontal	4.5" x 2.125"
1/9 pg	2.125" x 3"
1/12 pg	2.125" x 2.5"
2 inches	2.125" x 2"
1 inch	2.125" x 1"

Image area of all full bleed ads must extend 1/8" minimum beyond trim. Live area must have 1/4" allowance from trim on all four sides. 2-page spreads should have live area 1/2" in from the trim on all 4 sides and gutters.

Trim size: 8" x 10.5"

## ONLINE AD SPECIFICATIONS

#### RUN-OF-SITE ADVERTISING:

Leaderboard (728 x 90)  
Skyscraper (160 x 600)  
Double Skyscraper (300 x 600)  
Jumbo box (300 x 250)

#### NEWSLETTER ADVERTISING:

Banner Ad (468 x 60)  
Text Ad – logo (150 x 150) + 50 words

#### MOBILE ADVERTISING:

Banner (300 x 50)  
Jumbo Box (300 x 250)

FILE SIZE: 40kb or less at 72 dpi (larger for Flash)

#### ACCEPTED AD FORMATS:

GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.

(Website only) HTML/JavaScript (DHTML)/Flash (URL embedded). Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

#### VIDEO ADVERTISING FORMATS:

.mp4 or .wmv; 4:3 aspect ratio

**DIGITAL MATERIAL SUBMISSION:** Send all ads to: [lmathews@ogdenpubs.com](mailto:lmathews@ogdenpubs.com). Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.

## DISPLAY

Four-color	1x	3x	6x	12x	18x	24x	30x
2 page spread	\$20,000	\$17,000	\$15,000	\$13,000	\$11,000	\$10,000	\$9,000
1/2 page spread	\$10,000	\$8,500	\$7,500	\$6,500	\$5,500	\$5,000	\$4,500
Full page	\$10,000	\$8,500	\$7,500	\$6,500	\$5,500	\$5,000	\$4,500
2/3 page	\$8,000	\$6,800	\$6,000	\$5,200	\$4,400	\$4,000	\$3,600
1/2 page	\$6,200	\$5,270	\$4,650	\$4,030	\$3,410	\$3,100	\$2,790
1/3 page	\$4,500	\$3,825	\$3,375	\$2,925	\$2,475	\$2,250	\$2,025

Black and white	1x	3x	6x	12x	18x	24x	30x
2 page spread	\$12,000	\$10,200	\$9,000	\$7,800	\$6,600	\$6,000	\$5,400
1/2 page spread	\$6,000	\$5,100	\$4,500	\$3,900	\$3,300	\$3,000	\$2,700
Full page	\$6,000	\$5,100	\$4,500	\$3,900	\$3,300	\$3,000	\$2,700
2/3 page	\$4,800	\$4,080	\$3,600	\$3,120	\$2,640	\$2,400	\$2,160
1/2 page	\$3,720	\$3,160	\$2,790	\$2,420	\$2,045	\$1,860	\$1,675
1/3 page	\$2,700	\$2,295	\$2,025	\$1,755	\$1,485	\$1,350	\$1,215

All covers	1x	3x	6x	12x	18x	24x	30x
	\$14,000	\$11,900	\$10,500	\$9,100	\$7,700	\$7,000	\$6,300

### Premium placement

Advertisers may request premium placement. A 15% surcharge will be added to the regular advertising rate if placement is available. Contact your advertising representative for available pages.

All rates are net.

## MARKETPLACE

Four-color	1x	3x	6x	12x	18x	24x	30x
1/3 Page	\$2,700	\$2,295	\$2,025	\$1,755	\$1,485	\$1,350	\$1,215
1/6 Page	\$1,450	\$1,235	\$1,090	\$945	\$800	\$725	\$650
1/12 Page	\$875	\$745	\$655	\$570	\$480	\$440	\$395

Black and white	1x	3x	6x	12x	18x	24x	30x
1/3 Page	\$1,800	\$1,530	\$1,350	\$1,170	\$990	\$900	\$810
1/6 Page	\$1,080	\$920	\$810	\$700	\$595	\$540	\$485
1/12 Page	\$540	\$460	\$405	\$350	\$295	\$270	\$245

MOTHER EARTH  
living  
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[www.MotherEarthLiving.com](http://www.MotherEarthLiving.com)



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